CREDENTIAL REQUESTS

(All requests made by Program Administrator except where otherwise noted)

TOURNAMENT	REQUEST DATE	CONTACT
Australian Open	November 1	Tony Peek Tennis Australia Private Bag 6060 Richmond South, Victoria 3121 Australia
Lipton International Players Championships	February 15	Brook Wallace Lipton International Players Championships 444 Brickell Avenue Suite 250 Miami, FL 33131
French Open	March 15	Patrice Clerc Federation Francaise de Tennis Stade Roland Garros 2 Avenue Gordon Bennett 75016 Paris, France (Manager, Operations, arranges w/KGF's assistance)
Wimbledon	March 31	Christopher J. Gorringe The All England Lawn Tennis & Croquet Club Church Road Wimbledon, SW19 5AE England
United States Open	July 15	United States Tennis Association 1212 Avenue of the Americas New York, NY 10036 Public Relations: Ed Fabricius Staff: Marshall Happer

2040560278

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560279

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

MITSUBISHI ELECTRONICS PRESENTS

THE LIPTON

The Alhambra
Two Alhambra Plaza, Suite 611
Coral Gables, Florida 33134
305 446 2200
Fax 305 446 9080

PLATINUM SPONSORSHIP AGREEMENT FOR THE 1991 LIPTON INTERNATIONAL PLAYERS CHAMPIONSHIPS

This shall constitute a Platinum Sponsorship Agreement between Virginia Slims ("Sponsor") and Lipton Sports, Inc. (LSI) with regard to the 1991 Lipton International Players Championships ("Tournament") to be held March 15 through March 24, on Key Biscayne, Florida.

1. SPONSOR'S RIGHTS. Sponsor will be designated as "The Official Cigarette of the Tournament". Sponsor may include this designation in connection with advertising and promotions during the term of this Agreement, subject to the other provision contained in this Agreement.

2. SPONSOR'S BENEFITS. LSI agrees, subject to the provisions of this Agreement, to provide or do the following for the Sponsor's benefit:

A) SPONSOR IDENTIFICATION

1) Two (2) on-court signs bearing the Sponsor's corporate identification positioned on the sidewalls of the Stadium Court.

2) Signage bearing Sponsor's corporate identification positioned on the top of the East and West Stands of Court One.

3) Regular announcements on the Electronic Scoreboards throughout the Tournament Site regarding Sponsor's affiliation.

4) Recognition on the Sponsor Board, prominently located on the Tournament grounds.

5) Corporate identification on Sponsor's Courtside Boxes.

2040560281

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

B) ADVERTISING

1) Two (2) full-page, four color advertisements in the Official Tournament Program.

2) Acknowledgement in the Official Tournament Program as a Platinum Sponsor.

3) The right to incorporate Sponsor affiliation with the Tournament in advertising programs and promotions for the duration of the Sponsor contract.

4) Sponsor agrees to sponsor a special Street Match to be played in Downtown Miami immediately prior to the Tournament. LSI is responsible for the costs of staging the event.

C) TOURNAMENT PROGRAMS

1) Fifty (50) Official Tournament Programs.

D) COURTSIDE BOXES, TICKETS AND PASSES

1) Sixteen (16) Courtside Box Seats for all sessions.

2) Access to the Sponsor Seating Area on Court One for guests holding Sponsor's Courtside Boxseat Tickets.

3) Sixteen (16) Inner Circle reserved seat tickets for all sessions.

4) Fifty (50) reserved seats for the Platinum Sponsor Promotional Session.

2040560282

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

5) A fifty percent (50%) reduction on additional reserved seat tickets for the Platinum Sponsor Promotional Session (Limited availability).

6) Two (2) VIP on-site parking passes.

7) Sixteen (16) VIP parking passes for Parking Lot #3, Crandon Park.

E) SPONSOR PROMOTIONS

1) The use of one (1) ten foot by ten foot (10'x10') Display Booth on the Tournament grounds to display products and distribute collateral materials. Any additional costs related to the decoration and operation of the Display Booth will be borne by the Sponsor.

2) The use of the Official Tournament Gazebo during the Sponsor Promotional Session. Any additional costs related to the decoration and operation of the Gazebo will be borne by Sponsor.

3) The right to provide products and/or services to players, press and other Tournament VIPs.

4) Professional staff assistance in designing promotions and creating Tournament related marketing programs.

F) CLIENT ENTERTAINMENT

1) One (1) first class, complete Hospitality function, to be paid for by the Tournament, for up to forty (40) persons. This function may be held from March 15 through March 22 (Sessions 1-16). Any additional costs above the standard menu and decorations package will be borne by the Sponsor. Additional guests or functions may be added at a special sponsor rate.

2040560283

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2) Tennis Clinic for 16 Sponsor guests conducted by a well known tennis celebrity.

G) VIP SERVICES AND CLOTHING

1) Access to and use of the Sponsor Pavilion, a lounge and sponsor business center, complete with telephones, copier, facsimile and message center.

2) Assistance from a professional staff Sponsor Coordinator to assist Sponsor and guests.

3) Assistance in arranging food, beverage and entertainment for the social function (s) of the Sponsor's choice.

4) Four (4) warmups with the Tournament logo and identification as a Sponsor.

H) SPONSOR ENTERTAINMENT

1) Invitations for four (4) persons to attend "LIPTON AT THE OPEN", to be held in Miami at the International Tennis Center during the U.S. Open.

2) An invitation for one (1) person to participate with ATP and WITA Tour Professionals in the Sponsor Cup Pro-Am to be held immediately prior to the Tournament. Invitation to the Sponsor Cup Pro-Am awards presentation and barbecue for sponsor participant and guest.

3) Guests holding Sponsor's Courtside Boxseat tickets will be granted access to the Center Court Marquee, a private a la carte restaurant for Sponsor, Patrons and Boxholders, serving lunch and dinner.

2040560284

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

4) Invitations for sixteen (16) persons to attend the annual Celebration Party.

3. ADVERTISING APPROVALS. Sponsor agrees that any advertising and promotional uses by it of the sponsorship rights herein granted or the Tournament name or logo will be subject to the prior approval of LSI. Sponsor agrees to protect, indemnify and hold harmless LSI and the Tournament from any and all expenses, damages, judgements, claims, suits, actions, and costs whatsoever arising out of or in any way connected with (i) any advertising materials furnished by or on behalf of Sponsor (ii) any promotional uses by Sponsor of the sponsorship rights herein granted or (iii) any uses by Sponsor of the tournament name or logo. Sponsor will exactly duplicate the logo as it appears in the official stats and will at all times set forth the name of the Presenting Sponsor. All permitted uses of the Tournament name and/or logo shall be accompanied by an appropriate trademark notice and such use will be consistent with the high standards of quality and goodwill associated with the Tournament.

4. PRODUCTS AND SERVICES. Sponsor shall be permitted to advertise, sell or promote only those products or services as may be agreed to by LSI and only for as long as Sponsor complies with all of its obligations and other conditions hereof.

5. COMPENSATION. In consideration of the Tournament sponsorship rights herein, Sponsor agrees to pay to LSI the sum of Eighty thousand dollars ($80,000.00), Forty thousand dollars ($40,000.00) will be payable upon the execution of this Agreement and the balance of Forty thousand dollars ($40,000.00) on or before January 1, 1991.

6. TERM. The term of this agreement shall commence on the date executed by both Sponsor and LSI and will terminate at the conclusion of the Tournament. The termination of this Agreement shall not discharge Sponsor from any unfulfilled obligation arising prior to the effective date of the termination, specifically to include any goods or services to be provided to LSI by the Sponsor that have not been received or used by LSI.

7. NOTICES. All notices required or permitted to be given hereunder by either party shall be deemed to be properly given if delivered in person or sent by telegram, overnight mail delivery or by registered mail/return receipt requested, postage prepaid to LSI or Sponsor at their respective addresses set forth in this Agreement.

2040560285

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

8. RESERVATION OF RIGHTS. All rights not herein specifically granted to Sponsor shall be and remain the property of LSI to use in any manner that LSI deems appropriate.

9. JOINT VENTURE. This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between Sponsor and LSI. Neither party shall have any right to obligate or bind the other party in any manner whatsoever except as provided herein.

10. GOVERNING LAW. This Agreement shall be construed and governed in accordance with the laws of the State of Florida. Venue shall be in Dade County, Florida.

11. EXECUTION AND DELIVERY REQUIRED. This instrument shall not be considered to be an agreement or contract nor shall it create any obligation whatsoever on the part of LSI or Sponsor, or either of them, unless or until it has been signed by duly authorized representatives of both LSI and Sponsor and delivery has been made of a fully signed original.

12. ENTIRE AGREEMENT. This Agreement constitutes the entire Agreement between Sponsor and LSI with respect to the subject matter hereof and supersedes all prior agreements whether written or verbal. No change, modification, termination or discharge of this Agreement shall be valid or enforceable against either of the parties hereto unless it is in writing and signed by both Sponsor and LSI.

13. ATTORNEYS FEES. In the event that LSI commences litigation or retains counsel to enforce the terms of this Agreement, LSI shall be entitled to recover its attorney's fees incurred in pre-trial proceedings, court proceedings, and those incurred on appeal together with all of such counsel's costs and disbursements.

14. LIMITATION OF ACTION. In the event of the breach of any of the terms of this agreement by LSI, Sponsor agrees that Sponsor's sole remedy shall be an action for monetary damages exclusive of consequential damages.

15. EVENTS OF INTERRUPTION. The obligations of Sponsor under this Agreement will not be affected by weather or climatic conditions, or the occurrence of casualties, strikes or acts of God which result in the canceling of any session or suspending of the Tournament unless LSI specifically consents thereto. In the event that the Tournament is delayed or rescheduled, Sponsor's rights and obligations hereunder will be suspended until and extended to the Tournament as so rescheduled.

2040560286

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

16. INDEMNIFICATION. Sponsor agrees to indemnify and hold LSI harmless from any claim, liability or obligation whatsoever relating to any obligations to be performed or of any acts of or failure to act by any employee, agent or invitee's of Sponsor in connection with this Agreement.

17. COMPLIANCE WITH APPLICABLE LAWS. Sponsor agrees that it will perform its obligations under this Agreement in accordance with all applicable laws and regulations and that it will indemnify and hold LSI harmless for any failure by it or its agents, employees or invitee's to comply therewith.

18. LICENSES AND PERMITS. Sponsor shall at its own cost and expense, apply for and secure any and all permits and/or licenses which may be necessary for the performance of its obligations under this Agreement.

19. ASSIGNABILITY. Sponsor's benefits, rights and obligations under this Agreement are not assignable without the prior written consent of LSI, which LSI may withhold in its sole discretion.

20. BINDING EFFECT. This Agreement shall be binding upon and shall inure to the benefits of the parties hereto, their heirs, successors, executors and assigns.

21. INVALIDITY OF PROVISION. If any provision of this Agreement is held to be invalid, it shall not have the effect of invalidating any other provision of this Agreement each of which shall nevertheless remain binding and effective between the parties hereto.

22. DEFAULT. In the event that Sponsor fails to perform any of its obligations under this Agreement, LSI, at its election, may immediately terminate this Agreement and all of Sponsor's rights and benefits hereunder. LSI will have the right to pursue all of its rights and remedies at law and in equity against Sponsor for damages resulting from Sponsor's default hereunder.

23. RIGHT TO RENEW. Sponsor will have the first opportunity to negotiate for the 1992 Tournament for a period of thirty (30) days after the 1991 Tournament.

2040560287

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

24. GENERAL CONDITIONS. Sponsor agrees to abide by the following General Conditions relating to its use of Sponsor's rights and benefits hereunder:

(a) Submit to LSI for approval, the design and/or layout of Sponsor's marquee, booth or other space including signage, materials, decor, furnishings and equipment, all of which shall be supplied at Sponsor's sole cost and expense.

(b) Be responsible for the conduct, dress and appearance of its employees or agents and agrees that they will maintain the high level of quality and taste required by the Tournament.

(c) Sponsor agrees that its employees or agents must have the appropriate security badge to enter the tournament grounds and that the Tournament may refuse to issue or may revoke a badge at its sole discretion.

(d) Sponsor shall man or operate its marquee, booth or other space at all times the tournament grounds are open to the public unless otherwise provided.

(e) Maintain its space in a clean, neat and orderly fashion and deposit any trash or waste in the containers designated by the Tournament.

(f) Sponsor shall furnish a certificate of insurance coverage of at least $1,000,000 naming Tournament and LSI as additional insured thereunder.

(g) Sponsor agrees that the Tournament will not be responsible for loss, damage or theft of any equipment, materials or other Sponsor property while located on the tournament grounds.

2040560288

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Platinum Sponsor Agreement

EXECUTED ON BEHALF OF LIPTON SPORTS, INC.:

By:_____ DATE:_____
Gerald B. Boycks
Vice President
Lipton Sports, Inc.

EXECUTED ON BEHALF OF SPONSOR:

By: Ellen Merlo DATE:_____
(Name)

_____
(Title and Company)

_____

_____

_____

2040560289

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

PHILIP MORRIS
INCORPORATED
120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 · TELEPHONE (212) 880-5000

March 7, 1991

Mr. Gerald B. Boycks
Vice President
The Lipton
The Alhambra
Two Alhambra Plaza, Suite 611
Coral Gables, Florida 33134

1991 Lipton International Players Championships

Dear Mr. Boycks:

This letter amends the agreement between Lipton Sports Inc. ("LSI") and Philip Morris Incorporated ("Sponsor") regarding the 1991 Lipton International Players Championships (the "Tournament").

The Agreement is hereby amended to include the following additional terms:

A. Services. In connection with the Tournament, Sponsor will hold a tennis street clinic (the "Clinic") in Miami on March 12, 1991, on Flagler Street near the Courthouse (the "Location"). In connection with the Clinic, LSI will:

1. Supply, transport, set up, disassemble and remove all equipment required for and in connection with the Clinic including, but not limited to, the following:

a. The "tennis court" for the Clinic that will include, but not be limited to, thick white adhesive tape to outline a tennis court that is as close to regulation size as practicable directly onto the street and a net with stanchions.

b. Bleachers that will seat not less than 2,000 persons.

c. A blocked-off secure area for celebrity participants in the Clinic to respond to audience questions and sign autographs.

d. An umpire's chair.

2040560290

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

e. High quality tennis balls in sufficient quantity to conduct the Clinic.

f. Blockades to keep spectators back from the court area on all four sides.

g. Ball hoppers or shopping carts to hold the tennis balls during the Clinic.

h. Sufficient high quality racquets to promote maximum audience participation.

i. A microphone, a public address system and body mikes for participants with sufficient power to address the anticipated audience and the necessary power supply to permit full operation of such equipment.

j. Chairs, drinks and drink coolers.

k. Three hundred feet of windscreen for the court area.

l. Three helium tanks and balloon clips (Philip Morris to supply balloons).

m. Red carpeting to be placed leading up to tennis area.

n. Flag poles for Sponsor supplied flags.

2. Provide a continental breakfast for twenty persons preceding the Clinic on March 12.

3. Provide adequate parking permits for all Sponsor representatives and guests.

4. Supply an adequate operations staff and proper security to ensure that the Clinic functions in a timely, orderly and safe fashion. Provide adequate security for, among other things, crowd control and player security.

5. Retain and compensate Pantin Partnership ("Pantin") to carry out all publicity-related functions in connection with the Clinic. Pantin's responsibilities should include but not be limited to:

2040560291

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

a. Issuing press releases and media alerts and distributing flyers promoting the Clinic.

b. Coordinating media relations, crews and interviews.

6. Direct Pantin to be responsible and responsive to Philip Morris.

7. Secure all necessary permits and/or approvals to conduct the Clinic at the Location.

8. Secure and confirm participation in the Clinic of media representatives, the Metro Dade County Manager and the Mayor of Miami or a person of substantially similar stature.

9. Supply, train and supervise eight ballpersons to work during the Clinic.

10. Supply Tournament limousines with drivers to transport the professional players and designated Virginia Slims representatives and guests involved with the Clinic to and from the Location.

11. Cooperate with Sponsor in all other aspects of the Clinic to ensure that the Clinic functions in a timely, orderly and safe fashion.

12. Cooperate with Sponsor's clinic-related promotional efforts including, but not limited to, ensuring that the operations staff and security supplied by LSI wear the clothing provided by Sponsor, allowing Sponsor to place signage on the equipment supplied by LSI, and using its best efforts to promote the Clinic in all Tournament calendars, promotions, activities and advertising prior to the Clinic.

B. Costs and Expenses. LSI will be responsible for all costs and expenses incurred in connection with its services. Philip Morris will be responsible for costs incurred in securing player participation.

C. Insurance. Upon execution of this Agreement, LSI will provide Sponsor with original certificates of insurance evidencing coverage for (1) comprehensive general liability including spectator, participant, advertiser and contractual liability, with limits of no less than $1,000,000 combined single limit for bodily injury, including personal injury, and property

2040560292

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

damage; (2) comprehensive automobile liability, including all owned, non-owned and hired vehicles, with limits of no less than $1,000,000 combined single limit; (3) statutory workers' compensation coverage meeting all state and local requirements; and (4) employer's liability with limits of no less than $500,000. The insurance certificates required by subparagraphs (1) and (2) must name Sponsor, its affiliates, employees and assigns as additional insureds and must state that Sponsor will be provided at least thirty days' advance, written notice of a cancellation or modification of the insurance.

D. Indemnification. LSI shall indemnify and hold harmless Sponsor and its subsidiaries and their officers, employees, directors and agents from any and all claims, actions, liabilities, costs and expenses (including reasonable attorney's fees) arising from or relating to LSI's performance of or failure to perform any of its obligations under this agreement.

Sponsor shall indemnify and hold harmless LSI and its officers, employees, directors and agents from any and all claims, actions, liabilities, costs and expenses (including reasonable attorney's fees) arising from or relating to Philip Morris' performance or failure to perform under this Agreement.

This right to indemnification will survive the termination of the Agreement.

E. Sampling at the Tournament. LSI agrees that Sponsor will be permitted to distribute samples of its tobacco products throughout the Tournament site during a three-day period during the Tournament to be chosen by Sponsor and which is presently anticipated to be March 20, 21 and 22.

If the foregoing accurately sets forth the additional terms to the Agreement, please sign the enclosed copy of this letter and return it to me whereupon this letter will constitute Amendment No. 1 to the Agreement.

PHILIP MORRIS INCORPORATED

By: Ellen Merlo

Its: _____

2040560293

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

AGREED TO AND ACCEPTED BY:

LIPTON SPORTS INC.

By: _____
Its: _____

T:\Rob\PM\MiscAgmt\Lipton.Amd

2040560294

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560295

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

[redacted]

2040560296

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

HOSPITALITY CHECKLIST

MATERIALS

- Ashtrays
- Matches
- Cocktail Napkins
- Cold Cups
- Hot Cups
- Photoholders
- Clothing for Staff
- Appropriate Signage
- Cigarette Samples

BRAND PRODUCTS (PACKAGED)

- Miller Regular
- Miller Draft
- Crystal Light
- Maxwell House
- Post Cereals
- Entemanns Cakes
- Country Time Lemonade
- Louis Rich Turkeys
- Jell-O
- Kool Aid
- Hollywood Gum
- Gevalia Coffee
- Saimae Coffee
- Log Cabin Syrup
- Brim Coffee
- Minute Rice
- Simmenthal Processed Meat & Fish
- Miller Lite
- Lowenbrau
- Sanka
- Yuban
- General Foods International Coffees
- Oscar Mayer Meats
- Claussen Pickles
- Cafe Hag
- Birdseye Vegetables
- Tang
- Hostess Snack Foods
- Kenco Coffee
- Krema Candies
- Ronzoni
- Stove Top Stuffing
- Kibon Ice Cream

DO NOT SERVE:

Jim Beam Bourbon
J & B Scotch
Wild Turkey Bourbon

2040560297

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

USING THE GUIDE

Except for very unusual circumstances, it is best to offer caterers and chefs suggestions for menu items incorporating our products and let them use their own creativity to design dishes.

The menu items that follow are just that, suggested dishes that can be prepared with our products, with recipes that can be used or adapted, as your supplier sees fit.

For the most part, the suggestions in the Guide call for food service products that are available through Kraft Foodservice Distribution Centers, because these products are specially formulated to meet the unique needs of food service kitchens.

Planners would be well-advised to contact the Kraft Foodservice Distribution Center nearest the event site as soon as it is scheduled, to discuss the date, location and hotel or caterer under consideration (who may already be a Kraft Foodservice customer and aware of our products).

Birds Eye and Post are only distributed at retail. Retail products should be ordered two weeks in advance of the event to be delivered and stored at the Kraft Foodservice Distribution Center serving your area until such time as your caterer or hotel orders it delivered to his facility. Birds Eye products should be ordered from Cora Hernandez, All American Gourmet/Birds Eye, Order Department, at 714-648-2363, Post from Michael Mahoney, Post Sales, at 914-335-5773.

Consumer products not in general distribution are used only at events taking place in markets where the product can be purchased at retail.

Please be sure that whenever you use single service items, ie, individual salt and peppers, packaged jellies, condiments, etc., that they are Kraft branded items, also available through Kraft Foodservice.

Ordering information is given in the illustrated brochures that make up a section of this Guide. (A list of Kraft Foodservice Distribution Centers, with manager's name and telephone number, appears in the back of this book.)

2040560298

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

COFFEE

As producers of the world's finest coffees, it is our policy to serve General Foods coffees -- and Maxwell House teas -- at every meal, including cocktail receptions, where they are usually offered with cheese, fruit and/or desert selections. Desert coffees, made with spirits and liqueurs are also a good way of spotlighting our fine products.

It is not enough to ask your caterer or hotel to use Maxwell House, Yuban, Sanka, Brim, Maxim, or General Foods International Coffees*. Unless one of these brands is the one regularly used by your supplier, you will have to insist that the person who makes the coffee (rarely the chef or even one of the cooks) follows the instructions given at the end of the recipe section.

Anything less than superb coffee is unacceptable at a Philip Morris-sponsored event, yet even our coffees can be ruined by careless preparation. The event planner would be well-advised to arrange to have the selected General Foods brands taste-tested several days in advance, to make absolutely sure that brewing instructions are followed correctly.

Directions for brewing coffee properly are given in a subsequent section.

---

* GFIC Cafe Vienna, Swiss Mocha and Dutch Chocolate Mint are available in food service packings. For other flavors (see end of recipe section) contact Cathy Ko, Product Manager, General Foods International Coffees, on 8-235-1276. Place your order four weeks in advance of the event.

2040560299

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

BAR ARRANGEMENTS

Only Miller beers -- and all available brands of Miller -- may be served or displayed. (If beer will be available on draft, make sure that competitors logos are replaced on the pumps.) Miller beers are ordered through the hotel or caterer.

There are no restrictions on wine or spirit brand choices, or on soft drinks and mixers. Country Time in cans should be available whenever liquor is served.

Sample cigarettes, ash trays and matches should be put on bars and on cocktail tables. (See subsequent section)

2040560300

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

KRAFT GENERAL FOODS

FOODSERVICE CENTERS

KRAFT FOODSERVICE

A Unit of Kraft, Inc.

Total Metro Districts – East

DARYL D. BODDICKER — V.P.

KRAFT/BEHRHORST
3115 Washington Pike
Bridgeville, PA 15017-1497
412-257-5400

CINCINNATI
5445 Spellmire Drive
Cincinnati, OH 45246
513-874-3663

CLEVELAND
5800 Pennsylvania Avenue
Maple Heights, OH 44137
216-662-2400

DETROIT
27000 Wick Road
Taylor, MI 48180
313-946-5300

KRAFT/FELDMAN
8730 Bollman Place
Savage, MD 20763
301-470-2662 (Wash.)
301-792-8400 (Balt.)

KRAFT/FELDMAN
4122 Sarellen Road
Richmond, VA 23231
804-222-2222

KRAFT/FELDMAN
7477 Candlewood Road
Hanover, MD 21076
301-859-4560

KRAFT/HOLLEB
800 Supreme Drive
Bensenville, IL 60106
312-595-1200

KRAFT/McMAHON
5941 W. 82nd Street
Indianapolis, IN 46278
317-773-2290

KRAFT/McMAHON
9200 E. 146th Street
Noblesville, IN 46060
317-773-2290

KRAFT/MUELLER
W. 137 North 9245, Highway 145
Menomonee Falls, WI 53051
414-251-9600

PADUCAH
1350 North Tenth Street
Paducah, KY 42001
502-442-8243

PHILADELPHIA
2100 E. Erie Avenue
Philadelphia, PA 19124
215-289-9000

KRAFT/ROSENBLUM
2101 91st Street
North Bergen, NJ 07047
201-854-1100

KRAFT/S.S. PIERCE — ALBANY
755 Pierce Road
Clifton Park, NY 12065
518-877-8511

KRAFT/S.S. PIERCE — BOSTON
One Technology Drive
Centennial Ind. Park
Peabody, MA 01960
508-532-5000

KRAFT/S.S. PIERCE — ROCHESTER
12 Marway Circle
Rochester, NY 14624
716-247-3260

KRAFT/S.S. PIERCE — SPRINGFIELD
1045 Sheridan St.
Chicopee, MA 01021
413-593-5571

Total Metro Districts – West

WILLIAM BEEDIE — V.P.

KRAFT/AMERICAN
2864 Eagandale Blvd.
St. Paul, MN 55164
612-454-6580

KANSAS CITY
8725 Rosehill Road
Suite 400
Lenexa, KS 66215
913-894-6161

KRAFT/CRAIG
404 Carty Street
Salem, MO 65560
314-729-5568

HAWAII
91-290 Kauhi Street
Ewa Beach, HI 96706
808-682-2071

KRAFT/KEELER
601 W. Dyer Road
Santa Ana, CA 92707
714-549-8711

KRAFT/KEELER
1031 Watson Center Road
Carson, CA 90745
213-549-3900

KRAFT/LBJ
4650 W. Buckeye Road
Phoenix, AZ 85043
602-269-7241

KRAFT/MOCERI
8515 Miramar Place
San Diego, CA 92121
619-457-4900

LOS ANGELES
620 S. Hacienda Boulevard
City of Industry, CA 91745
818-968-8311

OMAHA
6824 "J" Street
Omaha, NE 68117
402-331-5200

KRAFT/PERRY
900 Powell SW
Renton, WA 98055
206-235-4700

SAN FRANCISCO
2275 Junction Avenue
San Jose, CA 95131
408-435-1919

KRAFT/WESTMAN — DENVER
11955 E. Peakview Avenue
Englewood, CO 80111
303-792-9324

SALT LAKE CITY
Freeport Center Y-16
Clearfield, UT 84016
801-773-1200

Total Metro Districts – South

GENE THOMPSON — V.P.

ATLANTA/BIRMINGHAM
2760 Bankers Ind. Drive
N.E. Atlanta Ind. Park
Atlanta, GA 30360
404-449-8303

CHARLOTTE
1133 Atando Ind. Park
Charlotte, NC 28206
704-372-0030

DALLAS/FT. WORTH
950 S. Shiloh Road
Garland, TX 75042
214-487-6200

KRAFT/FROSTEX
1179 A. Springdale Road
Austin, TX 78721
512-926-5051

HOUSTON
10 S. Trade Center Parkway
Conroe, TX 77385
409-273-1729

KRAFT/IFD — JACKSON
1125 Weems St.
Greenway Industrial Park
Pearl, MS 39208
601-939-9433
504-888-7961 (New Orleans)

KRAFT/IFD — TUPELO
125 N. Eason Blvd.
Tupelo, MS 38802
601-842-3415

LITTLE ROCK
2200 Commercial Street
Little Rock, AR 72206
501-375-3282

MEMPHIS
4300 Air Trans Rd.
Memphis, TN 38118
901-363-4541

MIAMI
777 S. Congress Avenue
Delray Beach, FL 33444
407-278-6858

NASHVILLE
The Oak Complex
Suite 106
1100 Kermit Drive
Nashville, TN 37217
615-361-8012

OCALA
3010 N.E. 24th St.
Ocala, FL 32670
904-732-3166

OKLAHOMA CITY
3325 N. Lincoln Blvd.
Oklahoma City, OK 73105
405-524-8411

SAN ANTONIO
3623 Highpoint Drive
San Antonio, TX 78217
512-657-6901

KRAFT/SEABOARD
2217 Hardee's Boulevard
Rocky Mount, NC 27801
919-977-7000

KRAFT/SEABOARD
218 S. Hughes Street
Greensboro, NC 27404
919-274-2986

TAMPA
Parke East Industrial Park
7004 East Hanna
Tampa, FL 33610
813-621-6677

2040560301

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560302

METRO AREAS
SERVICED BY
KRAFT FOODSERVICE

F89-221

©1989 Kraft, Inc.

Printed in U.S.A.

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

1991 PLAYER GIFT SCHEDULE

February 11	-	Virginia Slims of Chicago (First VS tournament of the year)
February 18	-	Virginia Slims of Oklahoma
February 5	-	Virginia Slims of Palm Springs
March 4	-	Virginia Slims of Florida
April 15	-	Virginia Slims of Houston (Last VS tournament in U.S.)
July 18	-	Virginia Slims of Newport (Invitational) (First VS tournament back in U.S.)
August 5	-	Virginia Slims of Albuquerque
August 12	-	Virginia Slims of Los Angeles
August 19	-	Virginia Slims of Washington
August 26	-	U.S. Open (?)
November 4	-	Virginia Slims of California Virginia Slims of Nashville
November 11	-	Virginia Slims of Philadelphia
November 12	-	Virginia Slims Championships

Coordinated in New York office by Coordinator, Operations, and on-site by Manager, Operations. Public Relations Director helps with distribution when possible.

2040560303

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

PRO-AM/CLINIC CHECKLIST

Advance Organization:

- Pros: VS players/local pros
- Courts (usually four)
- Balls - Clinic: 1 large basket per court (should stand on boxes for easy access); Pro-Am: 2 cans per court
- Umpires/scorekeepers - 1 per court for Pro-Am
- Ballpersons - at least 3 per court
- Virginia Slims shirts for pros
- Whistle - clinic only
- Clipboards (one per court)
- Cooler of drinks and ice - water, soda, Gatorade
- Coffee/Continental Breakfast or lunch
- Prizes (if appropriate)
- Photographer (Polaroids and others)
- Flowers
- Decide on format (and scorekeeping forms)

Sent from New York Office

- Plastic nametags and felt pen
- Towels - at least 2 per participant
- Napkins
- Hot cups
- Cold cups
- Banners (3'x 7') - 1 per court, if available
- Photoholders
- Linepersons chairs
- Tennis balls
- Prizes
- Goody bags (optional): Duffle bag, t-shirt, can of balls, towel, etc.
- Shirts for pros.

2040560304

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560305

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

[redacted]

2040560306

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560307

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

PHILIP MORRIS' POSITION ON SMOKING AND ADVERTISING

Smoking is a matter of personal choice. In this country, more than 55 million American adults choose to smoke. A smoker's right to choose deserves respect.

The cigarette business in this country is competitive. Philip Morris advertises and promotes its products to the more than 55 million adults who choose to smoke, to maintain brand loyalty among current customers, and to suggest to our competitors' customers that they might want to try our cigarettes.

Affiliate and On-Road Staff

- Inform the New York office immediately of any anti-smoking activities surrounding a Virginia Slims tournament.
- Direct any questions regarding smoking issues to Sheila Banks, Director, Media Relations, Philip Morris USA, New York at (212) 878-2812
- New York office will arrange for a Philip Morris Public Affairs representative to attend an event and will initiate the request.

2040560308

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560309

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Virginia Slims Tennis Media Center

The Public Relations Affiliate is responsible for set-up and operation of the media center.

A complete center includes:

Equipment:
Slimstat computer
Printer
Copier machine
Fax machine (2 at primary events, one for incoming, one for outgoing)
Answering machine
Telephones
Video camera/stand
Video monitor/VCR
Electronic message board
Tables/chairs
Table draping

Supplies: (supplied by Virginia Slims):
Player biographies
Player photos
Logo sheets (bxw)
Stick-on decals
Computer paper
Draw sheets (8 1/2" x 11")
Draw posters
Draw foamcore posters
Rankings foamcore poster
Letterhead
Large envelopes
Small envelopes
Press kit covers
Large notepads
Small notepads
Reporter seat name cards
Credentials
Chains/bull clips
Pens
Pencils
Cigarette samples
Matches
Ashtrays
Napkins
Repeat banners
Logo banner
Luggage tags
Media gift

2040560311

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

cont'd....VS Tennis Media Center

Supplies (supplied by affiliate):
Scotch tape
Scissors
Masking tape
Paper clips
Stapler
Large magic markers
Waste baskets

Supplies (supplied by other sources):
Media guides - from the WITA
Leader board posters - from Kraft General Foods

Services provided by affiliate:
o Volunteers (apx 2-3 independent event)
(apx 4-6 primary event)
o Food/Beverage - Monday thru Sunday
o Welcome packets (including credentials)
for arriving VS staff where applicable.
o Articles faxed daily to New York Office (program administrator) to be submitted to FYI.
o Assist on-site pr director with nightly source.
o Access to Federal Express pick-up.
o Prepare player bios for on-court introduction.
o Pull up appropriate head-to-head, player records (life time and year-to-date, etc.) prior to start of tournament.
o Update Draws throughout media center regularly.

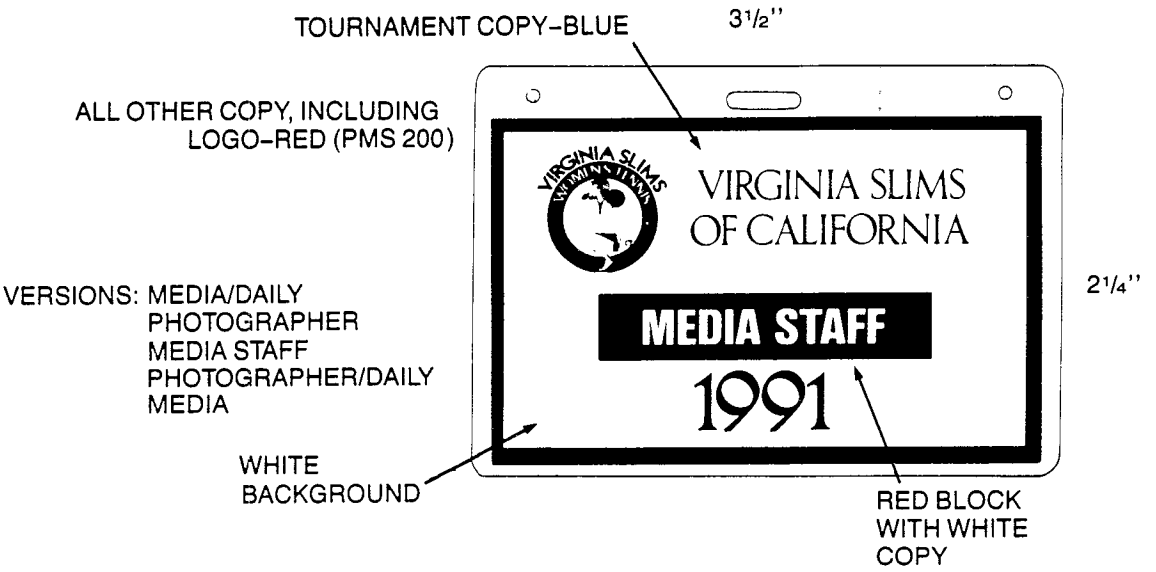
2040560312

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

MEDIA CREDENTIAL

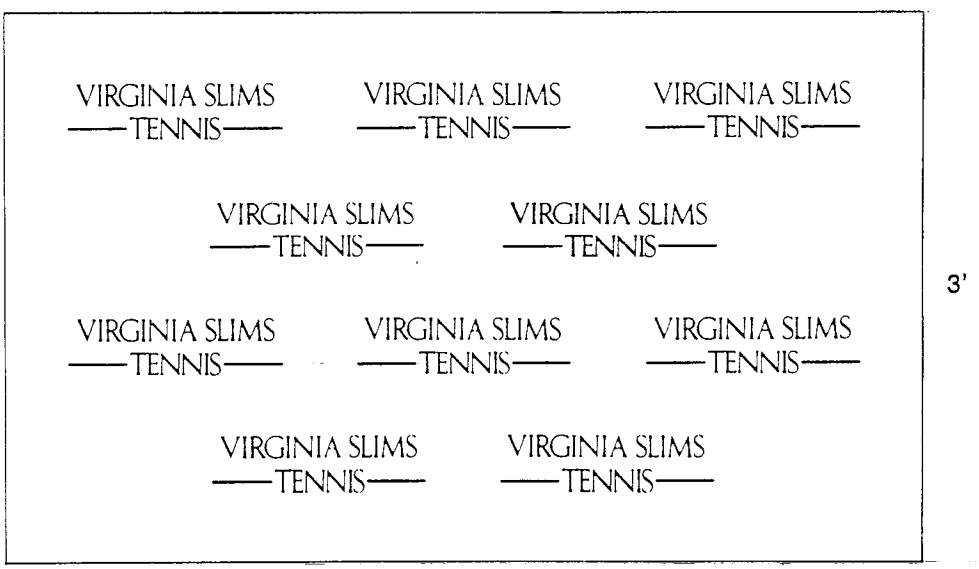
WHITE BACKGROUND WITH DARK BLUE (PMS 280) TOURNAMENT NAME COPY. LOGO IN RED (PMS 200). PRINTED ON PAPER THEN LAMINATED IN PLASTIC.

SELF-ADHESIVE PAPER DAILY CREDENTIALS SHOULD ALSO BE PRODUCED WITH SAME ART.



INTERVIEW BANNER

PRINTS WHITE COPY AND RED (PMS 200) BARS ON DARK BLUE (PMS 280) NYLON.



2040560313

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

PRESS KIT COVER

FULL COLOR LOGO ON WHITE COATED STOCK.

BACK
9''

FRONT
9''

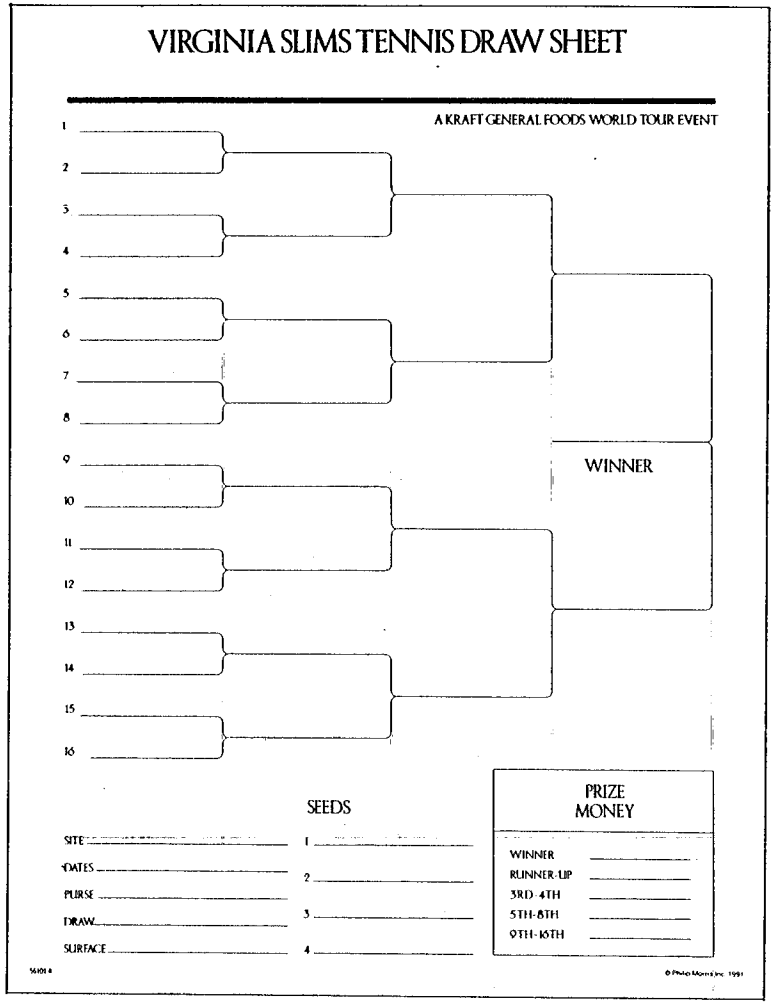
12''

INSIDE

2040560314

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

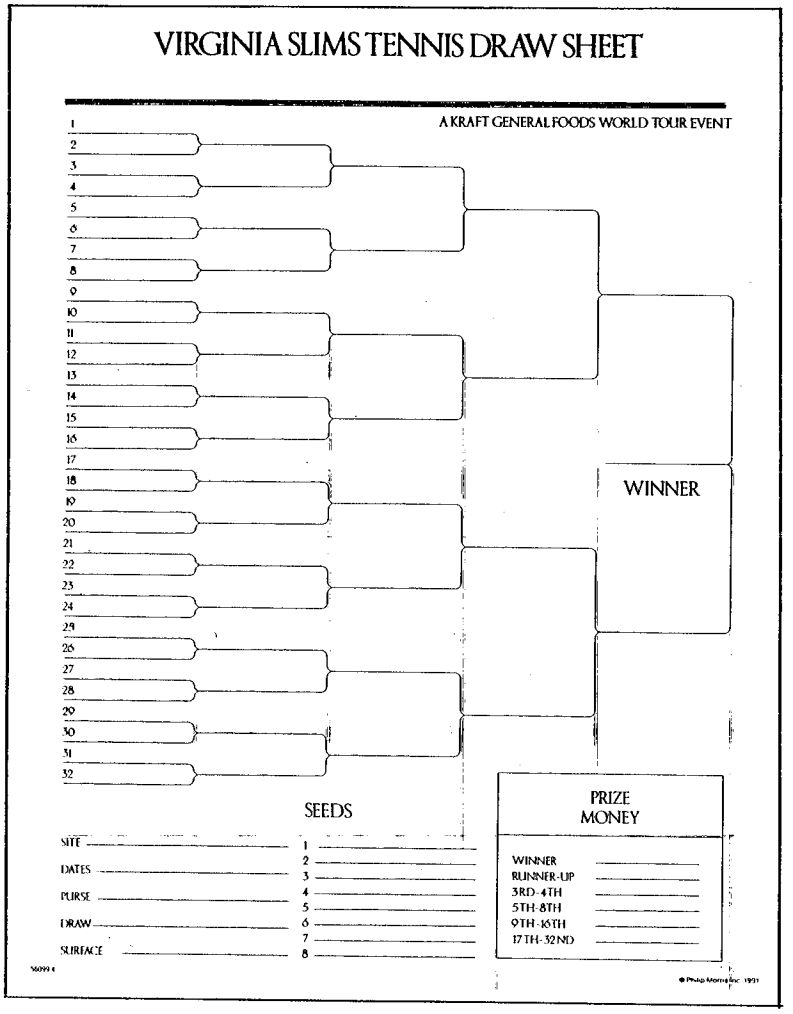
16 DRAW SHEET



11"

8½"

32 DRAW SHEET



11"

8½"

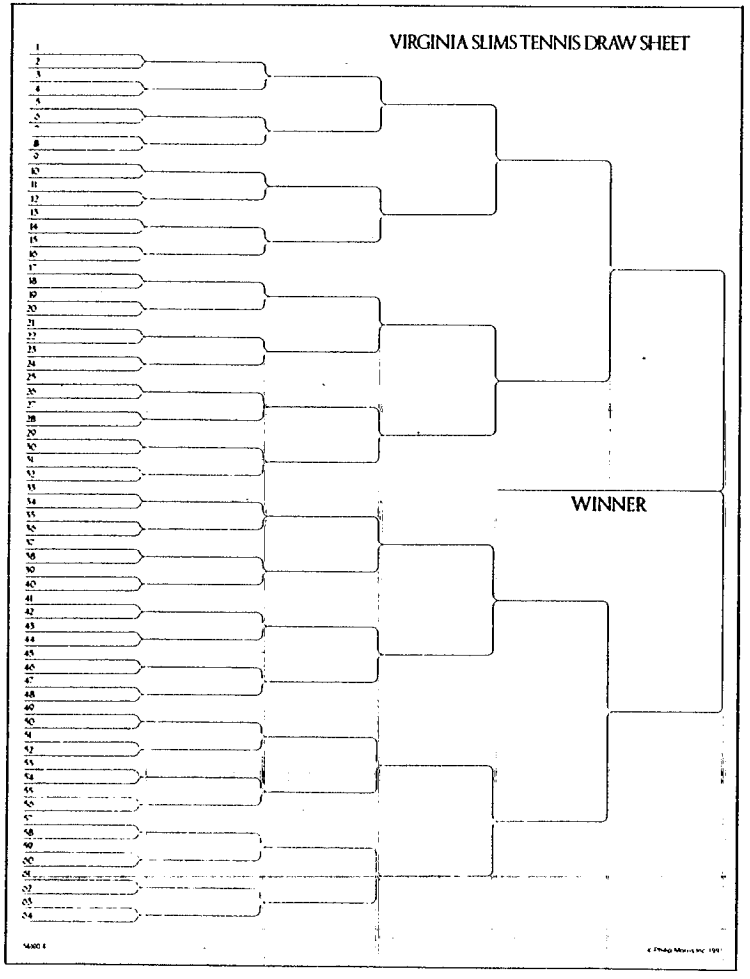
ALL COPY IS RED (PMS 200).
ALL LINES ARE BLUE (PMS 280).

2040560315

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

RED IS PMS 200
BLUE IS PMS 280

ALL LINES ARE BLUE



11"

8½"

BLUE
GINNY & KGF
LOGOS

THIS COPY IS BLUE

ALL OTHER COPY IS RED

VIRGINIA SLIMS TENNIS DRAW SHEET

VIRGINIA SLIMS
WOMEN'S TENNIS

SEEDS

SITE _____
DATES _____
PURSE _____
DRAW _____
SURFACE _____

1 _____
2 _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____
10 _____
11 _____
12 _____
13 _____
14 _____
15 _____
16 _____

PRIZE MONEY	
WINNER	
RUNNER-UP	
3RD-4TH	
5TH-8TH	
9TH-16TH	
17TH-32ND	
33RD-64TH	

KRAFT GENERAL FOODS
WORLD TOUR

11"

8½"

64 DRAW
DRAW SHEET

DOUBLE-SIDED

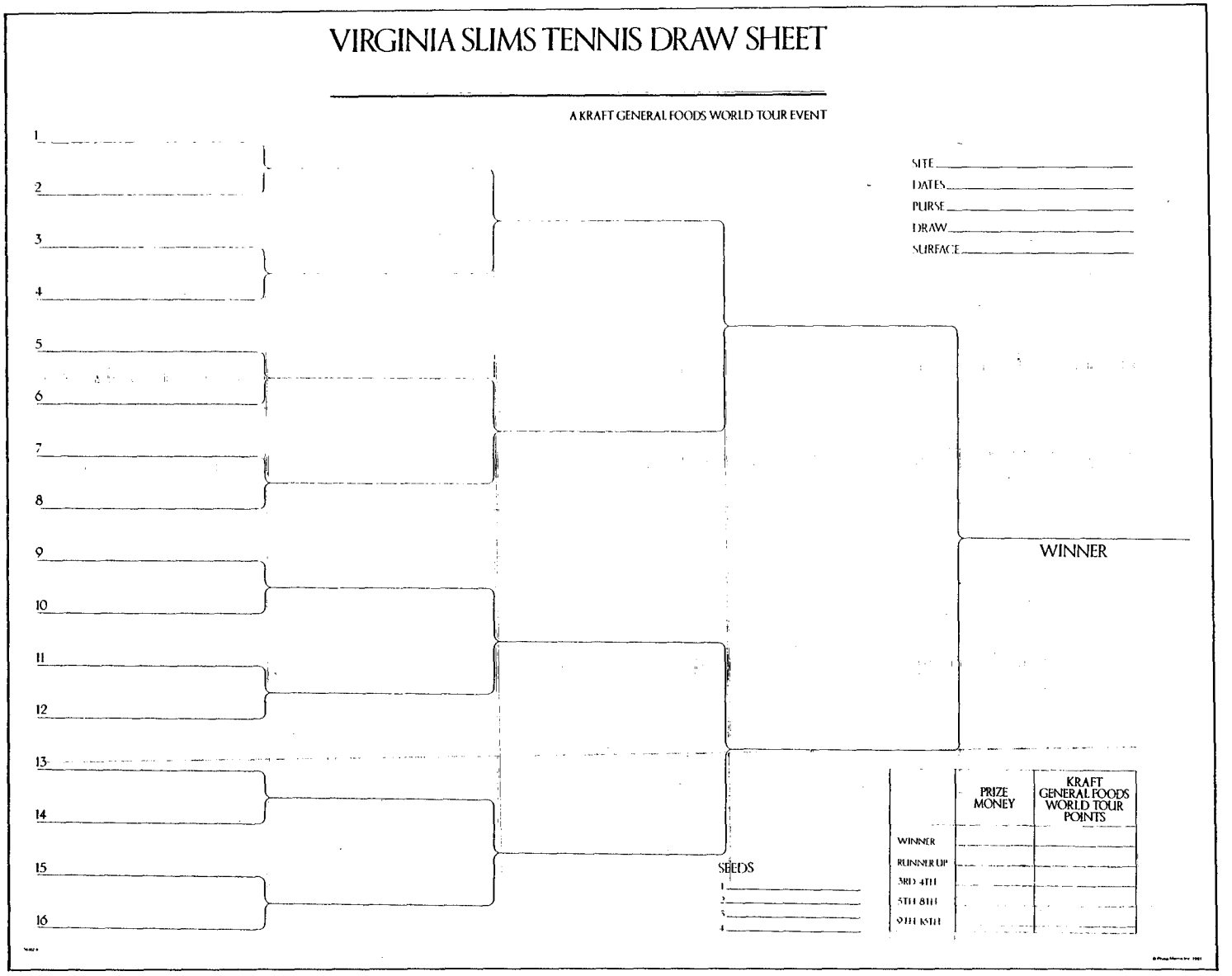
20405603 16

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

ALL COPY IS RED (PMS 200).
ALL LINES ARE BLUE (PMS 280).

VIRGINIA SLIMS TENNIS DRAW SHEET

A KRAFT GENERAL FOODS WORLD TOUR EVENT



17"

22"

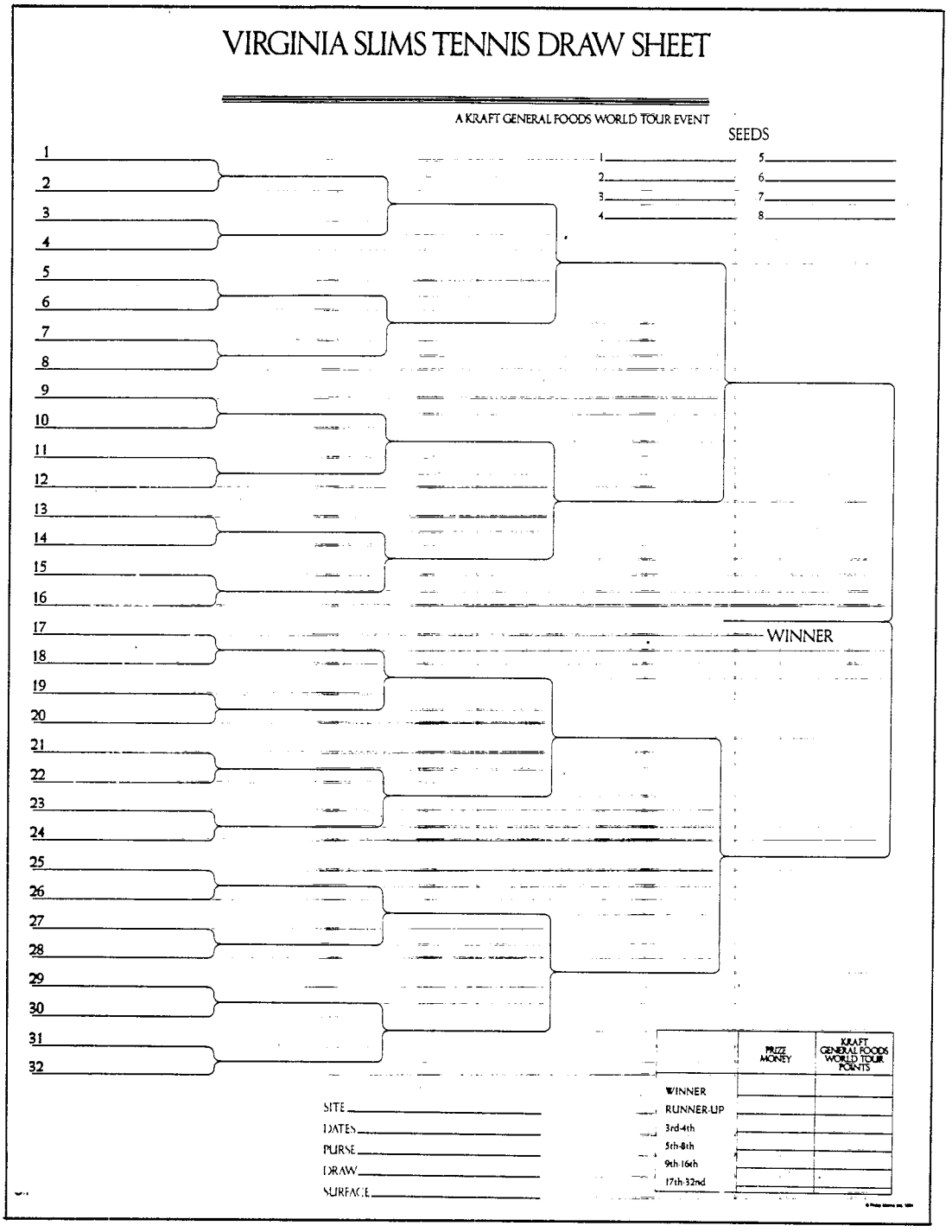
16 DRAW
DRAW POSTER

20405603 17

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

32 DRAW
DRAW POSTER

ALL COPY IS RED (PMS 200).
ALL LINES ARE BLUE (PMS 280).



22½"

17"

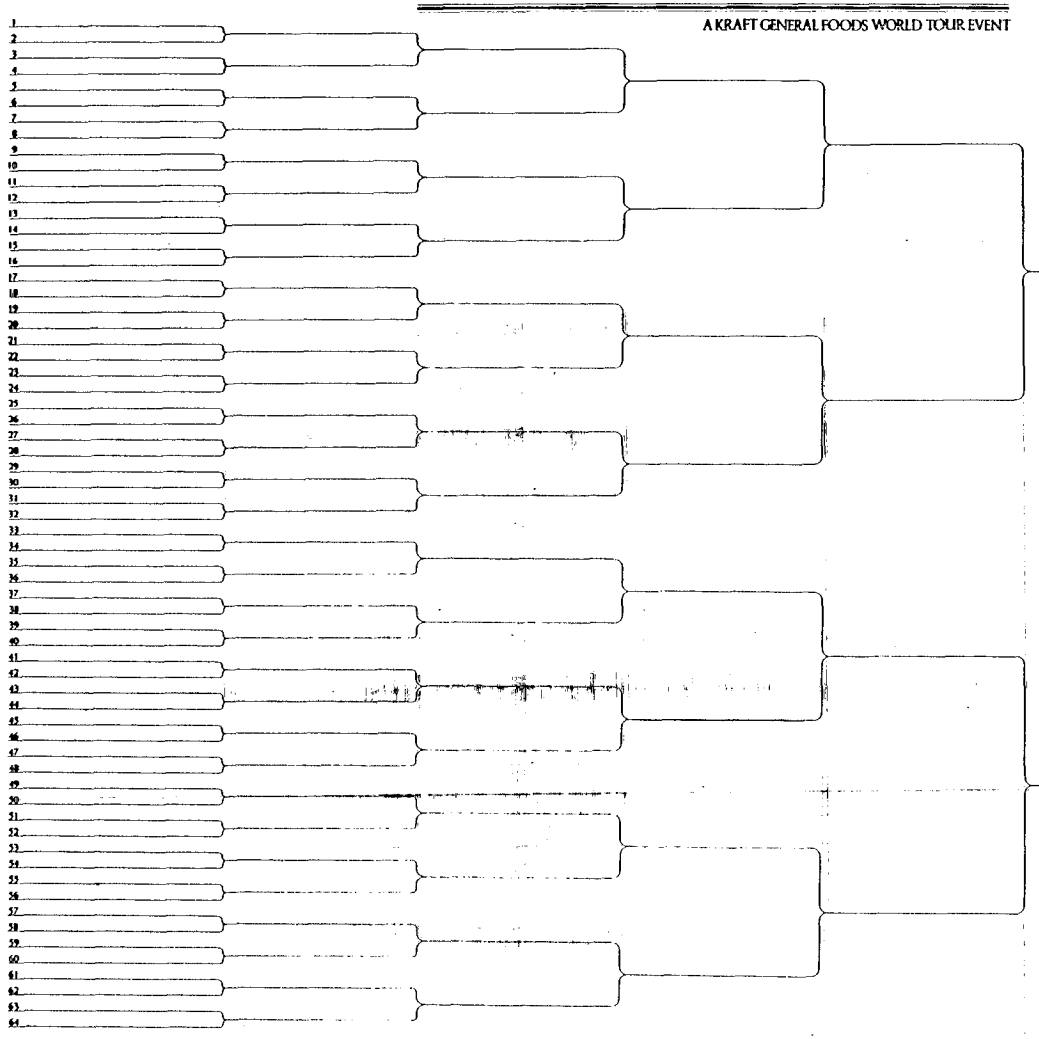
20405603 18

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

ALL COPY IS RED (PMS 200).
ALL LINES ARE BLUE (PMS 280).

VIRGINIA SLIMS TENNIS DRAW SHEET

A KRAFT GENERAL FOODS WORLD TOUR EVENT



SEEDS

1 _____
2 _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____
10 _____
11 _____
12 _____
13 _____
14 _____
15 _____
16 _____

SITE _____
DATES _____
PURSE _____
DRAW _____
SURFACE _____

WINNER

	PRIZE MONEY	KRAFT GENERAL FOODS WORLD TOUR POINTS
WINNER		
RUNNER-UP		
3rd-4th		
5th-8th		
9th-16th		
17th-32nd		
33rd-64th		

17"

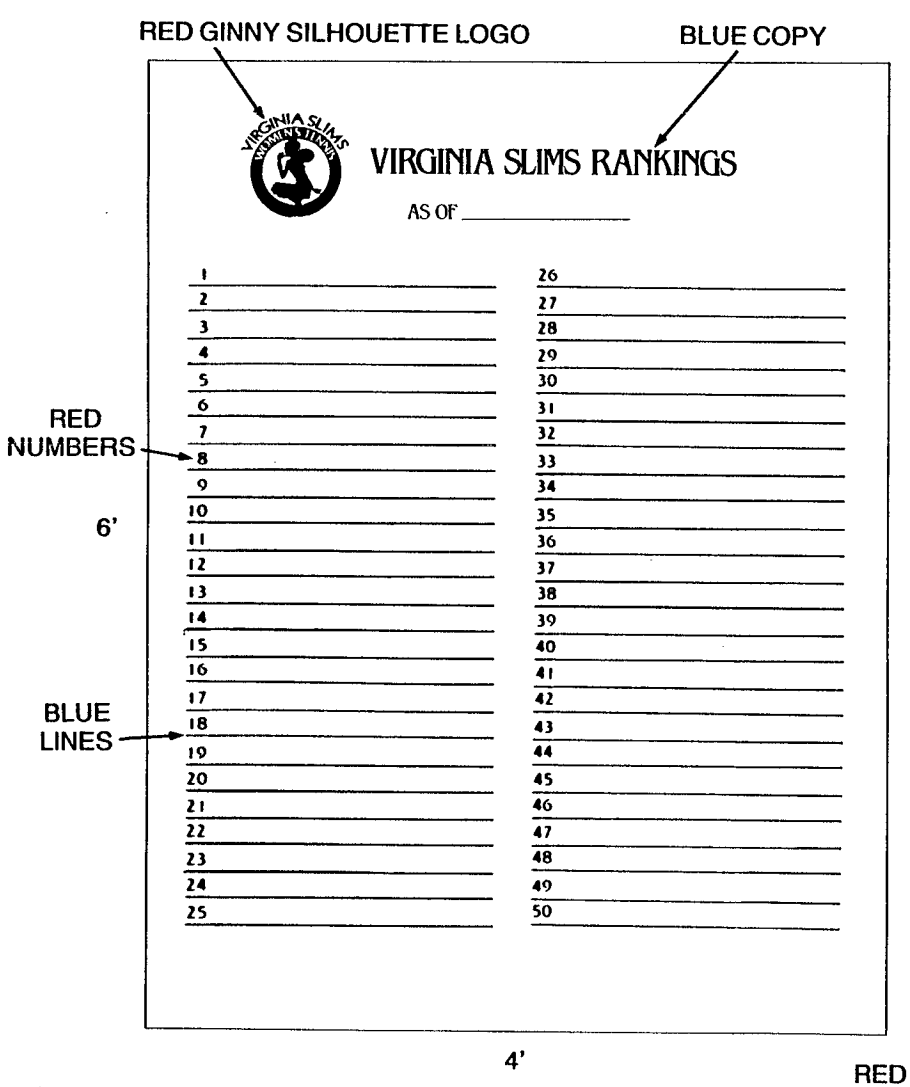
22 1/8"

64 DRAW
DRAW POSTER

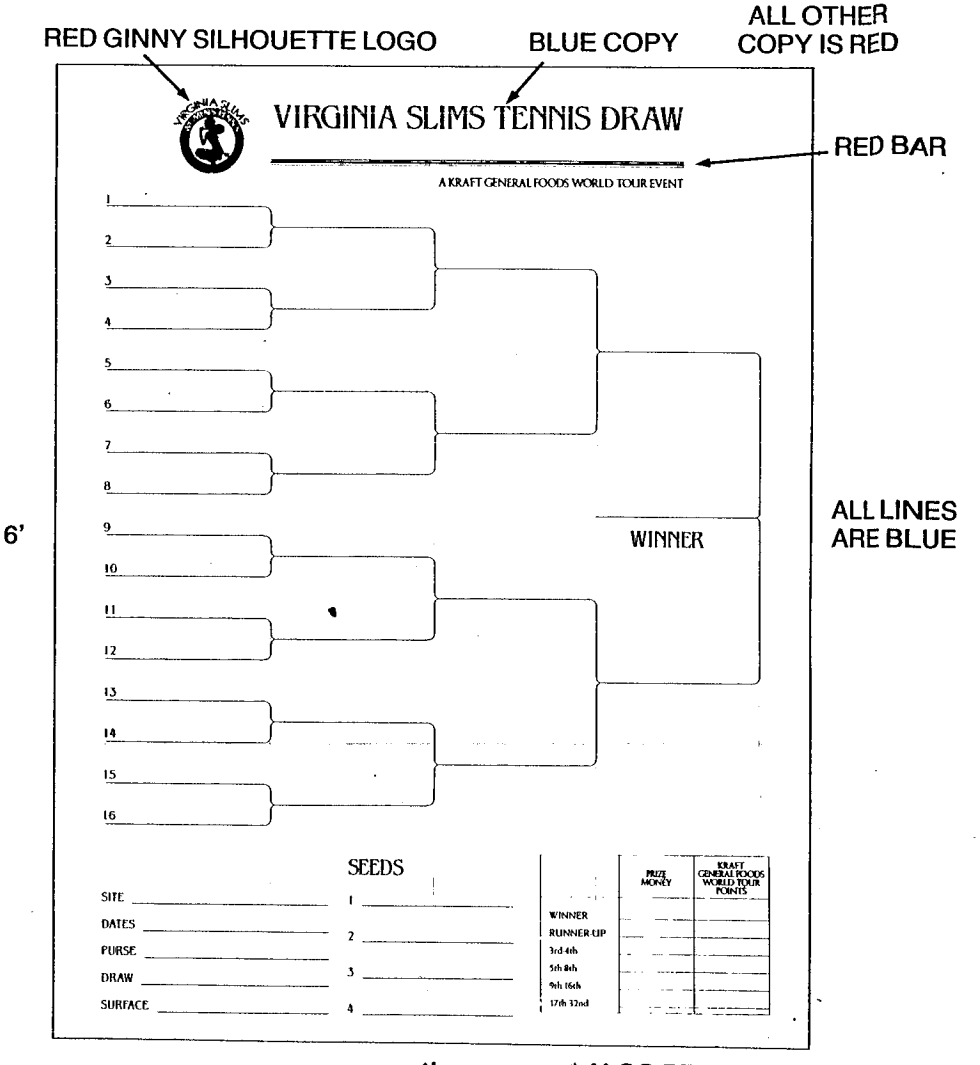
20405603 19

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

RANKINGS POSTER



16 DRAW BOARD *



RED IS PMS 200
BLUE IS PMS 280

* ALSO PRODUCED FOR A 32 DRAW.

2040560320

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

MEDIA ROOM MATERIALS
PRIMARY NAMED EVENTS
($250,000 & UP)

Letterhead	4,000	
Second sheets	3,000	
Envelopes - #10	3,500	
Envelopes - large (10" x 13")	500	
Interview banners - (3'x 5')	2	
Logo banner - (3'x 3')	1	
Notepads - small	200	
Notepads - large	250	
Post-It Pads	300	
Press kit covers	500	(PF 100)
Pens	400	(PF 100)
Pencils	288	(PF 144)
Matches (not stored in warehouse-must be trucked)	500	(PF 50)
Media gift	75	
Hot cups	250	
Cold cups	500	
Towels	50	
Cigarettes	see attachment	
Media guides	from WTA	
T-shirts (large)	12} send direct	
Sweatshirts (large)	12} to on-road staff at hotel	
Draw sheets - large	10 singles, 10 doubles	
Draw sheets - small	10 singles, 10 doubles	
Computers (2)	1 from PR Director 1 from affiliate	
Telephone lines	arranged by affiliate 1 - computer 1 - (dedicated) fax 8 (minimum) - rotating lines, w/hold buttons	
Ashtrays	144	(PF 72)
Cocktail napkins	3,000	
Decals (large & small)	10 sheets	
Logo sheets (b&w)	5	
Rankings poster (4'x 6')	1	
Draw poster (4'x 6')	1 singles;1 doubles	
Computer paper	1,000	

* Send copy of order to Virginia Slims affiliate and on-road publicity staff.

** See Internal Procedures - In-House Requisition Form for details on ordering process.

NOTE: Additional supplies can be requested.

2040560321

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

MEDIA ROOM MATERIALS
INDEPENDENT NAMED EVENTS
($150,000)

Letterhead	3,000	
Second sheets	3,000	
Envelopes - #10	2,500	
Envelopes - large (10"x 13")	500	
Interview banners - (3'x 5')	2	
Logo banner - (3'x 3')	1	
Post-It Pads	100	
Notepads - large	200	
Press kit covers	500	(PF 100)
Pens	100	(PF 100)
Pencils	288	(PF 144)
Matches (not stored in warehouse-must be trucked)	250	(PF 50)
Media gift	30	
Hot cups	500	
Cold cups	250	
Towels	50	
Cigarettes	see attachment	
T-shirts (large)	6}	send directly
Sweatshirts (large)	6}	to on-road staff at hotel
Draw sheets - large	10	singles, 10 doubles
Draw sheets - small	10	singles, 10 doubles
Media guides	from WTA	
Computers (2)	1 from PR Director 1 from affiliate	
Telephone lines	arranged by affiliate 1 - computer 1 - (dedicated) fax 5 (minimum) - rotating lines, w/hold buttons	
Ashtrays	72	(PF 72)
Cocktail napkins	2,000	
Decals (large & small)	10	sheets
Logo sheets (b&w)	5	
Rankings poster (4'x 6')	1	
Draw poster (4'x 6')	1	singles;1 doubles
Computer paper	500	

* Send copy of order to Virginia Slims affiliate and on-road publicity staff.

** See Internal Procedures - In-House Requisition Form for details on ordering process.

2040560322

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Lipton International Players Championship
Media Room Materials

Decals	50	Sheets (all sizes)
Large Notepads	200	
Reporter's Notepads	400	
Hot Cups	2000	
Cold Cups	2000	
Pens	400	
Logo Sheets (BxW)	5	
Computer	1	from PR Director
Telephone Lines	2	(arranged by Program Administrator)
	1	- Computer
	1	- Virginia Slims Staff

2040560323

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

MEDIA ROOM MATERIALS
U.S. OPEN

Computer	1 brought by on-road PR Director
Telephone lines	2 arranged by Program Administrator
	1 - computer
	1 - VS
Logo sheets (b&w)	5
Rankings poster (4'x 6')	1

2040560324

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

MEDIA ROOM MATERIALS
VIRGINIA SLIMS CHAMPIONSHIPS

Ashtrays	216	(PF 72)
Letterhead	4,000	
Second Sheets	4,000	
Envelopes - #10	3,000	
Envelopes - 10" x 13"	1,000	
Interview Banners (3'x5')	10	
Standing banners	2	
Notepads - small	500	
Notepads - large	500	
Post-It Pads	300	
Press Kit Covers	500	
Pens	2,000	(PF 100)
Pencils	1,000	(PF 144)
Matches (not in warehouse)	1,000	(PF 50)
Hot cups	2,500	
Cold cups	2,500	
Towels	250	
Cigarettes	10	cases
Sweatshirts (large)	24}	(on-road staff pick
T-shirts (large)	24}	up from NY office)
Media Guides	WTA provides	
Large Draw Sheets (16 singles)	20	(event specific)
(8 doubles)	20	"
Small Draw Sheets (16 singles)	20	"
(8 doubles)	20	"
Decals	15	sheets (all sizes)
Computer	2	(PR Director/ affiliate)
Telephone Lines	2	(arranged by affiliate) 1 -for computer 1 -for VS (unrestricted) 1 -for KGF 1 -for WTA 1 -for WTA computer
Media Gifts	750	(50 for photographers)
Cocktail Napkins	5,000	
Black and White logo sheets	10	
Rankings poster (4'x 6')	1	
Draw poster (4'x 6')	1	singles;1 doubles
Computer paper	1,000	

* Send copy of order to Virginia Slims affiliate and on-road publicity staff.

** See Internal Procedures - In-House Requisition Form for details on ordering process.

2040560325

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Dee Smith DATE: January 11, 1990

FROM: Barbara Hannan BH

SUBJECT: Sample Cigarette

Could you please arrange for the following locations to receive sample cigarettes by the designated date?

4 Cartons of Virginia Slims Regular
4 Cartons of Virginia Slims Lights
4 Cartons of Virginia Slims Menthol
4 Cartons of Virginia Slims Menthol Lights

Please let me know if any of these dates cannot be met. Thank you.

Location	Date Due
Jan Rasmussen Virginia Slims of Chicago Cohn & Wolfe One Wacker Drive Chicago, IL 60601	February 7
Kerry Bohen Virginia Slims of Washington Brotman & Associates 1725 DeSales Street, NW Washington, DC 20036	February 12
Tip Nunn Virginia Slims of Oklahoma/Houston EVENTS (double order) 536 16th Street Suite 920 Denver, CO 80202	February 12
Heather Hellman Virginia Slims of Indian Wells The Robbins Group 12031 Ventura Blvd. Suite 2 Studio City, CA 91604	February 12
Tamera Herrod Virginia Slims of Florida Tamera Herrod Public Relations 10190 Boca Entrada Blvd., 232 Boca Raton, FL 33428	February 12

2040560326

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Kerry Bohen — July 2
Virginia Slims of Newport
Brotman & Associates
1725 DeSales Street, NW
Washington, DC 20036

Tip Nunn — August 1
Virginia Slims of Albuquerque/Nashville
EVENTS (not a double order)
535 16th Street
Suite 920
Denver, CO 80202

Heather Hellman — August 1
Virginia Slims of Los Angeles
The Robbins Group
12031 Ventura Blvd
Suite 2
Studio City, CA 91604

Kevin Diamond — October 1
Virginia Slims of California
JDPR
1388 Sutter Street
Suite 710
San Francisco, CA 94109

Kerry Bohen — October 29
Virginia Slims of New England
Brotman & Associates
1725 DeSales Street, NW
Washington, DC 20036

Barbara Hannan — October 29
Virginia Slims Championships
Philip Morris USA
120 Park Avenue
New York, NY 10017

cc: D. Weissman

2040560327

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560328

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560329

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

1991 PHOTOGRAPHER SCHEDULE

Fred Mullane - Official Virginia Slims' Photographer

February 11-17	Virginia Slims of Chicago
February 18-24	Virginia Slims of Oklahoma
February 25-March 3	Virginia Slims of Palm Springs
March 4-10	Virginia Slims of Florida
April 15-21	Virginia Slims of Houston
August 12-18	Virginia Slims of Los Angeles
August 19-24	Virginia Slims of Washington
November 4-10	Virginia Slims of California
November 11-17	Virginia Slims of Philadelphia
November 18-24	Virginia Slims Championships

(as of March 12, 1991)

2040560330

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

POLICY FOR PROVIDING PHOTOS

I. GOALS

To provide all affiliate, and the New York office staff, with the highest quality photographic materials available to satisfy all press needs. To enhance Virginia Slims visibility through photographic imagery and photo credit mention.

II. CATEGORIES OF MATERIALS

1. Black and white composite photographs.
2. Black and white custom photographs.
3. Duplicate transparencies.
4. Original transparencies.
5. Color custom photographs.

III. FACTS TO BE DELINEATED UNDER EACH CATEGORY

1. Definition.
2. Availability, and the procedure for ordering.
3. Costs.
4. Return procedure.
5. Rationale.

IV. GENERAL AFFILIATE RESPONSIBILITIES

Affiliates are asked:

1. To insure that material provided is to be used for editorial purposes and to promote Virginia Slims events.

2. To inform the press organizations they service in writing that materials are given free of charge if, and only if , photo credit is given. All usage is conditional to photo credit, given as follows:

"c Carol L. Newsom/Virginia Slims"

No usage is authorized without photo credit. Unauthorized usage is the same as copyright infringement and is treated accordingly. That is, the negligent publication will be billed by Carol L. Newsom Associates for their unauthorized use. (Standard in industry is 3 x publication rate).

2040560331

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

3. Read "Material on Loan" forms and comply with the return dates of the material borrowed (a sample is attached).

4. Contact Carol L. Newsom Associates if there are any questions regarding the Material on Loan form.

5. Inform press organizations that color transparencies are on loan and must be returned as per the conditions of the Material on Loan form. The press organizations are responsible for all unreturned or damaged material.

6. The photo charges will be billed to the New York office.

7. Fax (508/877-1982) to place orders, whenever possible.

V. BLACK AND WHITE COMPOSITE PHOTOGRAPHS

1. Definition: 8 x 10 contact prints consisting of two shots of a player with player name, photo credit, and Virginia Slims logo, printed by a photoengraver.

2. Availability

a. List of players available in composite form and head shot list is attached (this list will be updated every six months).

b. Single copies: These are available from the Virginia Slims office in New York or Cohn & Wolfe. Call Barbara Hannan at (212) 880-3984, or Peter Land at (212) 598-3654. Call Tip Nunn at Events in Denver for photos of players ranked 21-100.

c. Multiple copies in lots of 25 (i.e. 25, 50, 75, 100, etcetera). These are available from Bob Graves Photo Printers. Call Bob Graves directly at (203) 375-7034. When you order from him specify player name, number of copies, the address they are to be shipped to, the way they are to be shipped (UPS or Federal Express) and the person or organization to be billed. (All bills go to Barbara Hannan in the New York office.)

3. Costs

All affiliate requests for photos should be charged directly to Barbara Hannan, New York office.

a. Single copies: No charge from the New York office.

b. Multiple copies: Print fees and shipping costs payable to Graves. Multiple copies of the same composite cost as follows. Shipping costs are extra

2040560332

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

and vary depending on the carrier. Normal production is 3-5 days.

25 = $15.75 50 = $24.25 100 = $37.50 250 = $86.50

4. Returns

Not applicable.

5. Rationale.

Composites are cost effective for use in press kits, media day handouts, or in any situation where large quantities of the same photograph can be used.

6. See General Affiliate Responsibilities IV 2.

VI. BLACK-AND-WHITE CUSTOM PHOTOGRAPHS

1. Definition: Original, first generation prints made to size (5 x 7, 8 x 10, 11 x 14, or 16 x 20). These are custom printed and cropped to specification from a negative carefully chosen according to a client's special request.

2. Availability: Affiliates should call Carol L. Newsom Associates at (508) 877-8795 with any specialized photographic needs. Every effort will be made to refine and expedite orders. Photographs may be sent directly to a third party at an affiliate's request with a Packing Slip sent to the third party and the invoice sent directly to the affiliate.

3. Costs.

a. To the affiliate, print fees only of the following: (B&W printing is done in-house)

Note: All costs for requests from Carol Newsom's office will be billed directly to Virginia Slims.

5 x 7 =	$ 7.00 each.	
8 x 10 =	$ 8.00 each.	Any applicable tax and
11 x 14 =	$20.00 each.	shipping charges are
16 x 20 =	$60.00 each.	extra.

Additional charges for large orders called in after 2:00pm(EST) on a rush basis.

b. To the publication:

Photographs may be used free of charge, provided the publication properly credits the work with the photographer's name and Virginia Slims tag. No usage is authorized without proper photo credit,

2040560333

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

otherwise, the standard publication rate x 3 will be billed.

c. The affiliate's responsibility (as previously stated) is to advise the publication in writing of this condition. The affiliate should advise Carol L. Newsom Associates of any unauthorized use and then, depending on the situation, Carol L. Newsom Associates will communicate with the publication toward an amicable settlement of the difficulties. There will be no billing to the affiliate.

4. Returns.

Not applicable.

5. Rationale.

To provide the best quality photographs in order to insure specialized placement. To provide photographs of players where composites do not exist. To provide more variety and up-to-date photographs of top players. To make displays.

VII. COLOR DUPLICATE TRANSPARENCIES

1. Definition: Second generation copies of original transparencies.

2. Availability.

a. Duplicate transparencies of top players are available in limited quantities and selections both in the New York office and from Carol L. Newsom Associates. The number of duplicates is being expanded and an updated list of duplicate availability will be issued in late September, 1988. Call and ask.

b. Specialized duplicates are available from Carol L. Newsom Associates with a two (2) week lead time.

3. Cost.

a. Existing duplicates are available at no charge to affiliate. They are on loan with the understanding that they will be returned within one month.

2040560334

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

b. Unreturned stock duplicate transparencies will be billed at $5.00 each unreturned transparency (a restocking charge).

c. Specialized duplicates will cost $5.00 to $10.00 each transparency, depending on the number of copies of each ordered (minimum duplicate transparency charge is $10.00 for one transparency).

4. Returns.

a. Stock duplicate transparencies are on loan on a project based with the understanding that all materials will be returned.

b. Stock duplicates may be kept upon payment of the restocking fee.

c. Transparencies duplicated to order need not be returned.

5. Rationale.

If time allows and quality is not an issue this might be the way to go, especially if a publication has a questionable reputation for handling loaned materials. Television stations should always be sent duplicates.

VIII. ORIGINAL TRANSPARENCIES

1. Definition: First generation, highest quality transparencies. Each is unique.

2. Availability: Original color transparencies are available to affiliates to service clients with specialized needs by calling Carol L. Newsom Associates.

a. To prevent the affiliate from being held liable for material lost, unreturned, or damaged, it is recommended that the publication be encouraged to call Carol L. Newsom Associates directly for a Virginia Slims oriented article.

b. Original transparencies will be provided as per the request of an affiliate as follows:

:) No charge to the publication as long as the photo credit **"c Carol L. Newsom/Virginia Slims"** is given. Otherwise, the standard publication rates x 3 will be billed.

2040560335

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2) With the understanding that all material must be returned or the publication will be charged $1,500.00 for any lost, damaged, unreturned transparencies.

3. Costs.

a. No charge to affiliates if material is returned. Affiliate will be liable if they lose or damage material in their possession.

b. No charge to publications if conditions are met as stated above (i.e. proper photo credit and proper return of the material).

c. The organization sent the material will be held liable ($1,500.00 per damaged or unreturned material).

4. Returns.

Required. All originals are Material on Loan and must be returned within two weeks (unselected material) and one month (selected material), with extension allowed where applicable.

5. Rationale.

Give the best selection and greatest quantity to clients to maximize use of the material. One of a kind material cannot be replaced, the material on loan is to make people responsible for the material. To insure careful and expedient returns so material can be used again.

IX. COLOR CUSTOM PHOTOGRAPHS

1. Definition. Original, first generation prints made to size (5x7, 8x10, 11x14, or 16x20). These are custom printed and cropped to specification from a negative or a slide (Ciba print) carefully chosen according to a client's special request.

2. Availability.

a. Affiliates should call Carol 1. Newsom Associates at (508) 877-8795 with any specialized photographic needs. Every effort will be made to refine and expedite orders. Photographs may be sent directly to a third party at an affiliate's request with a packing Slip sent to the third party and the invoice sent directly to the affiliate.

2040560336

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

b. Color printing is done in-house. Normal turnaround time is one to two weeks. Emergencies will be handled ASAP as best as possible---based on type (slide or negative), rush charges and in house stock.

3. Costs.

a. To the affiliate, print fees only of the following (based on normal turnaround time):

Note: All costs for requests from Carol Newsom's office will be billed directly to Virginia Slims.

Color prints from negatives:	5x7	=	$ 8.00-42.00
	8x10	=	15.00-45.00
	11x14	=	25.00-65.00
	16x20	=	75.00-100.00
Ciba Color prints from slides:	5x7	=	35.00-52.00
	8x10	=	35.00-52.00
	11x14	=	60.00-84.00
	16x20	=	80.00-120.00

Any applicable tax and shipping charges are extra.

b. To the publication:

Photographs may be used free of charge, provided the publication properly credits the work with the photographer's name and Virginia Slims tag. No usage is authorized without proper photo credit.

c. The affiliate's responsibility (as previously stated) is to advise the publication in writing of this condition. The affiliate should advise Carol L. Newsom Associates of any unauthorized use and then, depending on the situation, Carol 1. Newsom Associates will communicate with the publication toward an amicable settlement of the difficulties. There will be no billing to the affiliate.

4. Returns.

Not applicable.

2040560337

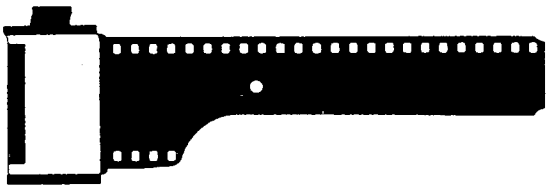
Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

5. Rationale.

To provide the best quality color photographs in order to insure specialized placement. To provide color photographs of the players where slides do not exist. To provide more variety and up-to-date photographs of top players. To make displays. To make wall pictures for pro-am clients.

2040560338

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000



CAROL L. NEWSOM ASSOCIATES
Photography
453 Brook Street
Framingham, MA 01701
(508) 877-8795

CUSTOMER: _____

MATERIAL ON LOAN
VIRGINIA SLIMS

DATE: / /

W.O. # _____

ATTENTION: _____

TELEPHONE # _____ PAGE _____ of _____

QUANTITY		DESCRIPTION

CONDITIONS ***IMPORTANT - PLEASE READ CAREFULLY***

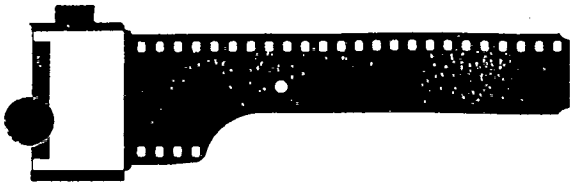
- We are sending this material on inspection to allow you to make selections for the usage discussed, at the agreed-upon fees: _____
- All material published must be credited: Copyright © Carol L. Newsom / Virginia Slims.
- No use allowed without proper photo credit.
- Material that you do not select must be returned by ____/____/____.
  (A holding fee will be assessed on material kept beyond this date.)
- Material that you do select must be returned by ____/____/____.
- If you wish for any reason to keep material beyond the above dates, you must contact us to arrange an extention.
- We will bill any damaged or unreturned original transparencies at $1,500.00 each.
- Any use without proper photo credit will result in a billing of triple the standard publication rate.

**IF YOU HAVE QUESTIONS ABOUT THESE CONDITIONS, PLEASE CONTACT US IMMEDIATELY.
OTHERWISE WE MUST ASSUME THAT YOU HAVE UNDERSTOOD AND AGREED TO THEM.**

FAX # 508 - 877 - 1982

2040560339

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000



CAROL L. NEWSOM ASSOCIATES
Photography
453 Brook Street
Framingham, MA 01701
(508) 877-8795

MAILED TO: _____

_____

_____

ATTENTION: _____

TELEPHONE #_____

PACKING SLIP
VIRGINIA SLIMS

DATE: / /

W.O. #_____

PAGE _____ of _____

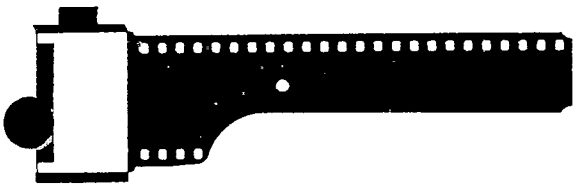
QUANTITY		DESCRIPTION

ANY MATERIAL PUBLISHED MUST BE CREDITED:
© Carol L. Newsom / Virginia Slims
Failure to do so will result in a billing of triple the standard publication rate

FAX # 508 - 877 - 1982

2040560340

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000



CAROL L. NEWSOM ASSOCIATES
Photography
453 Brook Street
Framingham, MA 01701
(508) 877-8795

May 07, 1990

Player Head Shots 1987, 1988, 1989, 1990

Negatives on file at Carol L. Newsom Associates

Player	Negative Number
Adams, Katrina	90-2-339, 87-11-410
Allen, Louise	87-09-438(C10)
Amiach, Sophie	88-11-006, 87-11-413
Antonopolis, Lea	87-03-302
Auer, Sabine	88-03-438
Balestrat, Dianne	88-03-470,...471
Barg, Penny	87-02-321
Barnard, Linda	88-03-445
Bartlett, Lindsay	88-03-486
Bassett-Seguso, Carling	88-03-490(w/baby),87-02-324
Benjamin, Camille	88-03-476, 87-02-313

2040560341

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Numbers
Berger, Andrea	88-03-424
Betzner, Andrea	87-020337
Bonder, Lisa	87-03-324
Bonsignori, Federica	88-03-467
Bowes, Beverly	89-11-011, 88-02-105
Bunge, Bettina	89-11-021(2), 87-02-343
Burgin, Elise	87-03-334, 87-02-325,...326
Bykova, Natalia	88-02-116,...127, 87-02-307
Byrne, Jenny	88-10-222(C27)
Casale, Pam	87-03-345
Casals, Rosie	88-11-436,...437
Catlin, Theresa	88-03-427
Cecchini, Sandra	90-3-714(26), 87-11-402,...609
Christian, Carol	88-03-479

2040560342

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Cioffe, Halle	88-10-201(A2)
Cohen, Celine	88-03-439
Collins, Sandy	88-02-112, 87-02-320
Copeland, Caryn	87-02-323
Corsato, Luciana	88-03-441
Crowe, Heather	87-02-172
Cueto, Isabel	90-3-715, 88-03-403
Daniels, Mary Lou	88-02-110, 87-03-325
DeLone, Erika	87-11-220
Demongeot, Isabelle	89-3-307, 88-03-463, 87-01-336
Derly, Emanuelle	88-03-433
DeSwardt, Marian	88-03-415
DeVries, Ann	88-03-405
Dias, Niege	88-03-484

2040560343

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Duell, Katharina	88-03-430
Evert, Chris	89-4-423, 88-04-310
Faber, Donna	88-03-413
Fairbank, Rosalyn	87-02-318
Farley, A.	89-9-609
Fendick, Patty	88-11-403,...432, 87-09-430(C22)
Fernandez, Anna-Maria	87-11-227
Fernandez, Gigi	88-11-404, 88-05-101, 87-11-616
Fernandez, Mary Joe	89-4-424, 87-02-332,...333
Ferrando, Linda	88-03-447
Frazier, Amy	88-04-308
Fulco, Bettina	87-02-312
Garrison, Zina	87-03-337
Garrone, Laura	88-03-468

2040560344

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Gerken, Barbara	87-03-326
Gildemeister, Laura	90-2-245, 87-02-339
Golarsa, Laura	88-03-475
Goles, Sabrina	89-3-303, 88-03-449
Gompert, Kate	87-02-108
Goodling, Jennifer	87-02-152
*(Graf, Steffi) no formal head shots	88-11-400(draw)
Gregory, Lisa	88-02-129
Grossman, Anne	89-3-310, 88-03-423
Gurney, Melissa	87-09-433(B29)
Hakami, Elly	88-03-440
Hanika, Sylvia	87-03-320
Hansel, Dee Ann	87-09-439(A18)
Henricksson, Ann	87-09-435(C31)

2040560345

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Hetherington, Jill	89-3-313, 88-03-481
Hobbs, Ann	87-11-228
Horvath, Kathy	88-02-103,...104
Hy, Patricia	89-3-303, 87-02-103
Ingram, Jeri	88-10-204
Inoue, Etsuko	87-11-225(G17A)
Ivan, Ann	88-10-206
Jones, Cheryl	88-02-128
Jordan, Kathy	87-11-226(A21)
Keil, Kathrin	87-02-303
Kelesi, Helen	90-2-344(3)
Kijimuta, Akiko	88-03-404
Kim, Grace	88-03-462,...402
Kloss, Ilana	87-11-412

2040560346

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Koizumi, Yukie	88-93-444
Krapl, Eva	87-02-328
Kuczynska, Iwona	88-10-207, 87-11-221
Labat, Florencia	89-11-010(1,5)
Lake, Valda	88-03-417
Leand, Andrea	89-11-511(B20)
Lindqvist, Catarina	87-02-100
Lindstrom, Maria	87-02-308
Lapi, Laura	88-03-400
Louie-Harper, Peanut	88-03-485, 88-02-108, 87-02-105
Ludloff, Heather	87-09-434(C5)
MacGregor, Cammy	89-11-008(5), 88-03-442,...452
MacGregor, Cynthia	87-02-107
Maleeva, Katerina	90-3-713, 87-03-352

2040560347

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Maleeva, Manuela	87-03-305
Mandlikova, Hana	89-11-526(22)
Marsikova, Regina	87-02-310
Martin, Stacey	90-2-341
Martinez, Conchita	89-11-016(7)
McGrath, Meredith	89-7-333.1
McNeil, Lori	88-11-406, 87-03-343
Meier, Silke	87-02-306
Meshki, Leila	90-3-709,...711, 88-02-115
Mesker, Marcella	87-03-327
Mochizuki, Tina	87-03-328
Monterio, Claudia	87-02-300
Moreno, Paulette	88-03-425
Mosca, Gabriela	87-02-372

2040560348

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Moulton, Alycia	87-03-348
Na, Hu	88-02-117, 87-02-171
Nagelsen, Betsy	89-9-613(32A), 87-11-417
Navratilova, Martina	89-4-404, 88-05-100
Nelson-Dunbar, Vicki	87-11-223(B72)
Nishiya, Akemi	87-02-175
Norris, Sheri	87-02-151
Novotna, Jana	87-02-327
Paradis, Pascale	88-03-469, 87-02-329
Parkhomenko, Svetlana	88-02-114, 87-11-409
Paz, Mercedes	87-02-331
Phan Thanh, Nathalie	87-02-301
Pfaff, Eva	89-11-022(36), 87-11-238(C21)
Porwick, Claudia	88-03-407

2040560349

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Potter, Barbara	87-03-344
Probst, Wiltrud	88-03-426
Provis, Nicole	88-03-401
Raponi-Longo, Emilse	88-03-450
Reggi, Raffaella	89-11-510(27,35)
Rehe, Stephanie	88-11-005(C20), 87-11-411
Reinach, Elna	88-03-420, 87-03-318
Reinach, Monica	88-03-431, 87-02-104
Reynolds, Candy	88-10-217(D15a),...218
Richardson, Julie	87-02-173
Rinaldi, Kathy	89-9-612(22A)
Rodriguez, Natalia	88-03-422
Rush-Majors, Gretchen	87-02-102

2040560350

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Russell, Joanne	87-03-310
Sabatini, Gabriela	89-6-127(G2), 89-3-317
Salmon, Julie	88-03-443
Sanchez-Vicario, Arantxa	89-11-513(8), 88-03-477
Santrock, Jennifer	88-02-113, 87-03-313
Savchenko, Larisa	89-11-516(10), 88-11-402
Scheuer-Larsen, Tine	88-03-451
Schimper, Karen	87-03-317
Schultz, Brenda	89-11-517, 89-11-012(27)
Schwartz, Amy	87-02-176
Seles, Monica	90-2-343(11), 88-10-208,...209
Shriver, Pam	89-3-307
Simpson, Renee	89-9-611
Singer, Christina	88-03-406
Sloane, Susan	88-10-203(D28)

2040560351

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Smith, Anne	87-02-315
Smith, Paula	88-03-461
Smylie, Liz	89-3-311,...310
Spadea, Luanne	88-03-428
Sodupe, Niurka	87-02-165
Springer, Heidi	88-02-111
Steinmetz, Kim	87-02-174
Suire, Catherine	88-03-480
Sukova, Helena	89-3-413
Tanvier, Catherine	87-03-335
Tarabini, Patricia	87-02-302
Tauziat, Nathalie	89-3-307, 88-03-483
Temesvari, Andrea	90-3-710

2040560352

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
Ter Riet, Hellas	87-03-309, 87-02-319
Thomas, Jane	87-11-403
Torres, Michelle	88-03-472
Turnbull, Wendy	87-11-612, 87-03-322
Van Der Torre, Marianne	88-03-434
Van Nostrand, Molly	87-02-106
Van Rensburg, Dianne(Dinky)	87-03-319
Vasquez, Pilar	88-03-448, 87-02-101
Villagran, Adriana	87-02-305
Wade, Virginia	88-10-220
Walsh-Pete, Sharon	88-11-425,...426, 87-03-351
Wasserman, Sandra	88-03-414
White, Anne	87-09-436(B3)
White, Robin	89-3-311, 87-11-613

2040560353

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

Player	Negative Number
White, Wendy	87-03-347
Witvoet, Hester	88-03-408
Wood, Wendy	87-11-224
Zrubakova, Radka	88-03-416
Zvereva, Natalia	88-11-401, 88-02-107,...124, 87-11-416,...614

2040560354

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560355

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

2040560356

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

PUBLIC RELATIONS
AFFILIATES/NATIONAL AGENCY

Local Affiliate Function:

- Responsible for generating publicity for the event in advance of and during tournament week.
- Responsible for generating publicity for Virginia Slims Tennis year-round.
- Responsible for setting up, maintaining and staffing on-site Media Room.

National Public Relations Agency Function:

- Responsible for generating extensive national exposure of Virginia Slims Tennis year-round.
- Responsible for sports and off-sports publicity for the Virginia Slims Championships.
- Responsible for developing publicity plans for special projects throughout the year.
- Responsible for providing written press materials to be used nationally and on local levels.
- The account executive should be in continual communication with the field to stay abreast of current happenings on-site among the players.
- Generate a Rankings Release to be distributed to key U.S. Media every week.
- Arrange and oversee National publicity hits at Virginia Slims Tennis events.
- The agency is a source to all local public relations affiliates.
- The account executive reports directly to the Program Administrator.

2040560357

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

AFFILIATE PLANNING GUIDELINES

Advance Planning - four to twelve months before the tournament.

- Once a month placement from other affiliates.
- Contact promoter monthly with report.
- Monthly placement from your area about progress of local players.
- Make sure all advance publications list your event in calendars.
- Get published two to three feature story placements on players, coaches, etc. received from the SOURCE.

120 days before tournament until tournament begins.

- Average of 10 releases regarding tournament.
- Plan public relations program to coincide with advertising schedule. (Very Important).
- Coordinate with promoter to report promotions.
- Set up and supervise one (or two) media day(s).
- Place at least two column notes per month that come from the SOURCE.
- Contact promoter weekly regarding the status of the tournament publicity.
- Wrap-up tournament with a special release.

Each affiliate should formulate a strategic year-round publicity plan following this outline. It should be submitted to the New York office no later than 120 days before the start of the tournament.

2040560358

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

VIRGINIA SLIMS
AFFILIATES
CONTACT LIST

National/V.S. Championships

Cohn & Wolfe
Peter Land
Bill Pendergast
225 Park Avenue South
New York, NY 10003
(212)598-3654 (Peter)
(212)598-3626 (Bill)
(212)979-9194 or 598-3665 (Fax)
(212)249-6312 (Peter's Home)

V.S. of Washington/Newport

Brotman & Associates
Charles Brotman
Kerry Bohen
John Payne
1725 DeSales Street, N.W.
Washington, D.C. 20036
(202)296-7200
(202)296-6341 (Fax)

V.S. of Houston/Albuquerque/ Oklahoma City/Nashville

EVENTS
Tip Nunn
Brian Muir
Phil Worth
535 16th Street
Suite 920
Denver, CO 80202
(303)892-0616
(303)892-0513 (Fax)

V.S. of Los Angeles/Palm Springs

The Robbins Group
Marcia Robbins
Ann Williams
12031 Ventura Blvd
Suite 2
Studio City, CA 91604
(818)761-6770
(818)980-8247 (Fax)

V.S. Championships

Madison Square Garden
Nancy Moon
2 Penn Plaza
3 Floor
New York, NY 10121-0091
(212)465-6773
(212)465-6525 (Fax)

V.S. of California

JDPR
Jerry Diamond
Kevin Diamond
1388 Sutter Street
Suite 710
San Francisco, CA 94109
(415)673-2016
(415)441-1961 (Fax)

V.S. of Florida

Tamera Herrod Public Relations
Tamera Herrod
Ana Belle Ramos
10190 Boca Entrada Blvd., 232
Boca Raton, FL 33428
(407)483-6541
(407)483-6894 (Fax)

V.S. of Chicago

Daniel J. Edelman, Inc.
Andy Clark
Theresa Smiley
211 E. Ontario Street
Chicago, IL 60611
(312)280-7000
(312)280-7071 (Fax)

As of 1/22/91

2040560359

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

COORDINATION OF MEDIA DAYS
(NAMED EVENTS ONLY)

- Player commitment for tournaments in the upcoming year is available from the WTA on approximately November 15.
- Player commitment information cannot be released earlier than 120 days prior to the tournament.
- Each named event is allotted one primary media day. A secondary media day with a lesser known player can be arranged (e.g., for the draw), if needed. The Virginia Slims Championships is allotted two or three days.
- It is the responsibility of the Program Administrator to ensure that the public relations affiliate and the promoter have communicated and reached a decision as to their first and second choice of a player and of a date.
- The first and second choices are related back to the Program Administrator who turns it over to a Public Relations Director to pursue.
- The Public Relations Director delivers the response directly to the public relations affiliate in a timely manner.
- The PR affiliate is responsible for scheduling a full, well-prepared media day(s) and for submitting a tentative schedule to the Program Administrator 48 hours before the day.
- The player's fee and expenses are paid directly by the New York office.

2040560360

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

COORDINATION OF MEDIA ROOM ACTIVITIES

Computer

- Set up by affiliate.

Source Reports

- Written and transmitted nightly on Slimstat by affiliate with assistance from the on-site Public Relations Director.

Input Draws

- Draw(s) put into computer at beginning of week by the WTA representative on-site.
- Draw is updated every day following matches.

Player Interviews

- Affiliate presents lists of requests in advance of tournament.
- Public Relations Director on-site contacts players directly to request interviews and to organize logistics.
- Grand Slam/Non-named events: WTA has primary responsibility.
- Virginia Slims can orchestrate interviews at all non-named events if they are to advance an upcoming Virginia Slims named event. The Virginia Slims Public Relations Director must notify the WTA and KGF on-site person.

2040560361

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

THREE MILLION DOLLAR VIRGINIA SLIMS CHAMPIONSHIPS
NOVEMBER 12-18, 1990
MADISON SQUARE GARDEN

The Season-Ending Finale for Women's Tennis and
New York's Only Fall Tournament

Media Office
Cohn & Wolfe
Bill Pendergast
225 Park Avenue South
New York, NY 10011
212/598-3626

APPLICATION FOR MEDIA CREDENTIALS

MEDIA ORGANIZATION _____

OFFICE ADDRESS _____

OFFICE PHONE _____ NIGHT PHONE _____

Please check appropriate organization description:

Daily Newspaper	_____	Wire Service	_____
Weekly Magazine	_____	Radio	_____
Magazine	_____	Television	_____
Tennis Publication	_____	Photo Agency	_____

REQUEST CREDENTIALS FOR THE FOLLOWING REPRESENTATIVE(S):
(Check Working Press or Photo):

_____ Press _____ Photo

_____ Press _____ Photo

_____ Press _____ Photo

_____ Press _____ Photo

DATES CREDENTIALS REQUESTED (Please Check):

All sessions	_____	Thurs., Nov. 15 at 6:00	_____
Mon., Nov. 12 at 5:00	_____	Fri., Nov. 16 at 6:00	_____
Tues., Nov. 13 at 5:00	_____	Sat., Nov. 17 at Noon	_____
Wed., Nov. 14 at 5:00	_____	Sun., Nov. 18 at 1 p.m.	_____

MEDIA ROOM EQUIPMENT/SERVICE REQUESTS (Please Check):

Manual Typewriter	_____	Fax Service	_____
Telecopier	_____	(Circle) Daily M T W Th F Sa Sn	
Electric Outlet	_____	Approx. Time Service Needed	_____

(TURN OVER)

2040560362

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000

TELECOMMUNICATIONS INFORMATION

Do you wish to order a telephone line?_____

Do you wish to move your (or your organization's) existing phone line at the Garden?_____

Will you need a telephone set?_____

If YES to any of the above, please contact Emily Fortunato at Madison Square Garden: 212/465-6255. All phone orders must be placed by Monday, October 1. Madison Square Garden will handle all orders for telephone lines and equipment. There is no need to contact New York Telephone or AT&T for telephone service.

Will you bring your own computer terminal?_____

Would you prefer your telephone/terminal/broadcast location in the media work room?_____

If NOT, please specify requested location:_____

OTHER REQUESTS OR INFORMATION

_____

_____

GENERAL INFORMATION

* **This application must be received by October 19, 1990**
* **Phone information must be called in to Emily Fortunato at Madison Square Garden by October 1, 1990.**
* Media credentials will be confirmed in writing with instructions for pick-up at Madison Square Garden. Credentials cannot be provided to freelance reporters or photographers, unless assigned in writing by the organization on its letterhead.
* Media credentials are non-transferable and are subject to tournament regulations and approval.
* **Television stations must contact the Virginia Slims Championships media office before TV Crews will be permitted into the Garden. Please be advised that TV crews may be limited to the media interview room.**
* Storage lockers will be provided for photographers. Photographers must bring their own locks.

I authorize this request for media credentials and certify that the people listed are employed by my organization and are assigned to cover the Virginia Slims Championships.

_____
Authorized Signature

_____ _____
Title Date

2040560363

Source: https://www.industrydocuments.ucsf.edu/docs/gzdl0000